

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1-7, 20-22, and 24 in accordance with the following:

1. (CURRENTLY AMENDED) An information conveying system, in which an information provider side conveys information to a consumer side via a distribution material distributed by an information distributor, and a bidirectional information exchange between the information provider side and the consumer side is made, comprising:

a converting unit, on at least one of the information provider side and the information distributor side, converting conveyance information conveyed from the information provider side to the consumer side into pattern information recording digital data as a multidimensional code, said multidimensional code being recorded in at least two directions;

a restoring unit, on the consumer side, restoring the conveyance information from the pattern information; and

a returning unit, on the consumer side, returning reply information of the conveyance information to at least one the information provider side and the information distributor side based on the conveyance information that said restoring unit restored from the pattern information;

wherein the conveyance information includes provision information that the information provider side provides to the consumer side and a plurality of pieces of return information for returning the reply information.

2. (CURRENTLY AMENDED) A server in an information conveying system conveying conveyance information to a consumer side, and receiving a reply to the conveyance information, comprising:

a converting unit converting the conveyance information to be conveyed to the consumer side into pattern information in a multidimensional code, said multidimensional code being recorded in at least two directions; and

an accumulating unit accumulating information returned from the consumer side in response to the conveyance information restored from the pattern information;

wherein the conveyance information includes provision information provided to the consumer side and a plurality of pieces of return information for returning reply information.

3. (CURRENTLY AMENDED) A terminal used by a consumer side in an information conveying system making a bidirectional information exchange between an information provider side and the consumer side, comprising:

a restoring unit restoring conveyance information from pattern information printed in a multidimensional code, said multidimensional code being recorded in at least two directions on distribution material; and

a returning unit returning reply information to the information provider side based on the conveyance information that said restoring unit restored from the pattern information;

wherein the conveyance information includes provision information that the information provider side provides to the consumer side and a plurality of pieces of return information for returning the reply information.

4. (CURRENTLY AMENDED) An information conveying system, in which an information provider side conveys information to a consumer side via a distribution material distributed by an information distributor, and a bidirectional information exchange between the information provider side and the consumer side is made, comprising:

converting means, on at least one of the information provider side and the information distributor side, for converting conveyance information conveyed from the information provider side to the consumer side into pattern information recording digital data as a multidimensional code, said multidimensional code being recorded in at least two directions;

restoring means, on the consumer side, for restoring the conveyance information from the pattern information; and

returning means, on the consumer side, for returning reply information of the conveyance information to at least one the information provider side and the information distributor side based on the conveyance information that said restoring means restored from the pattern information;

wherein the conveyance information includes provision information that the information provider side provides to the consumer side and a plurality of pieces of return information for returning the reply information.

5. (CURRENTLY AMENDED) A server in an information conveying system conveying

conveyance information to a consumer side, and receiving a reply to the conveyance information, comprising:

converting means for converting the conveyance information to be conveyed to the consumer side into pattern information in a multidimensional code, said multidimensional code being recorded in at least two directions; and

accumulating means for accumulating information returned from the consumer side in response to the conveyance information restored from the pattern information;

wherein the conveyance information includes provision information provided to the consumer side and a plurality of pieces of return information for returning reply information.

6. (CURRENTLY AMENDED) A terminal used by a consumer side in an information conveying system making a bidirectional information exchange between an information provider side and the consumer side, comprising:

restoring means for restoring conveyance information from pattern information printed in a multidimensional code, said multidimensional code being recorded in at least two directions on distribution material; and

returning means for returning reply information to the information provider side based on conveyance information that said restoring means restored from the pattern information;

wherein the conveyance information includes provision information that the information provider side provides to the consumer side and a plurality of pieces of return information for returning the reply information.

7. (CURRENTLY AMENDED) An information conveying method with which an information provider side conveys information to a consumer side via a distribution material distributed by an information distributor side, comprising:

converting, at the information provider side or the information distributor side, conveyance information to be conveyed from the information provider side to the consumer side into pattern information recording digital data as a multidimensional code – said multidimensional code being recorded in at least two directions; and

restoring, at the consumer side, the conveyance information from the pattern information printed on the distribution material; and

returning, from the consumer side, reply information of the conveyance information to at least one of the information provider side and the information distributor side based on the conveyance information restored from the pattern information;

wherein the conveyance information includes provision information that the information provider side provides to the consumer side and a plurality of pieces of return information for returning the reply information.

8. (CANCELLED)

9. (PREVIOUSLY PRESENTED) The information conveying method according to claim 7, wherein the provision information is multimedia information including at least one of character information, still image information, moving image information, and audio information.

10. (PREVIOUSLY PRESENTED) The information conveying method according to claim 7, wherein the storage program returns the reply information by making a connection to a network if the consumer side can make the connection to the network, or presents information required for returning the reply information with a method which does not make a connection to the network if the consumer side cannot make the connection to the network.

11. (PREVIOUSLY PRESENTED) The information conveying method according to claim 7, wherein the storage program identifies a terminal of the consumer side.

12. (ORIGINAL) The information conveying method according to claim 7, wherein the information provider side assigns a distribution material identifier for identifying a type of the distribution material to the distribution material, and converts the distribution material identifier into pattern information along with the conveyance information.

13. (ORIGINAL) The information conveying method according to claim 7, wherein the information provider side accumulates the reply information that the consumer side returns.

14. (ORIGINAL) The information conveying method according to claim 7, wherein the conveyance information includes questionnaire information for the consumer side, and the return information includes a reply result of the questionnaire information.

15. (ORIGINAL) The information conveying method according to claim 14, wherein the information provider side assigns an identifier to each type of the questionnaire information, and converts the identifier into pattern information along with the conveyance information.

16. (ORIGINAL) The information conveying method according to claim 15, wherein the return information includes the identifier along with the reply result, and the information provider side adds up the reply result by using the identifier.

17. (ORIGINAL) The information conveying method according to claim 7, wherein the conveyance information includes information for determining winning/losing of a prize, and a winning/losing determination program for determining winning/losing of a prize according to the information for determining the winning/losing of a prize, and identification information set on the consumer side.

18. (ORIGINAL) The information conveying method according to claim 17, wherein the winning/losing determination program immediately notifies the consumer side of a determination result when determining winning/losing of a prize.

19. (ORIGINAL) The information conveying method according to claim 17, wherein when the identification information is not set on the consumer side, the winning/losing determination program assigns the identification information via a network if the consumer side can make a connection to the network, or presents information required for assigning the identification information with a method which does not make a connection to the network if the consumer side cannot make the connection to the network.

20. (CURRENTLY AMENDED) An information conveying method, comprising:
restoring conveyance information from pattern information recording digital data printed in a multidimensional code, said multidimensional code being recorded in at least two directions on distribution material; and
returning reply information to an information provider side based on the conveyance information restored from the pattern information;
wherein the conveyance information includes provision information that the information provider side provides to a consumer side and a plurality of pieces of return information for returning the reply information.

21. (CURRENTLY AMENDED) A computer-readable storage medium on which is recorded a program for causing a computer to execute a process, when being used by the

computer, said process comprising:

converting conveyance information to be conveyed to a consumer side into pattern information recording digital data as a multidimensional code, said multidimensional code being recorded in at least two directions; and

storing and accumulating replies to the conveyance information, which is returned from the consumer side in response to the conveyance information restored from the pattern information, in a memory;

wherein the conveyance information includes provision information provided to the consumer side and a plurality of pieces of return information for returning reply information.

22. (CURRENTLY AMENDED) A computer-readable storage medium on which is recorded a program for causing a computer to execute a process, when being used by the computer, said process comprising:

restoring pattern information which records digital data as a multidimensional code, said multidimensional code being recorded in at least two directions and is printed on distribution material; and

returning reply information to an information provider side based on conveyance information that is restored from the pattern information and conveyed from the information provider side;

wherein the conveyance information includes provision information that the information provider side provides to a consumer side and a plurality of pieces of return information for returning the reply information.

23. (ORIGINAL) The computer-readable storage medium according to claim 21, said process further comprising

embedding a storage program into the program, if the conveyance information restored from the pattern information includes the storage program.

24. (CURRENTLY AMENDED) A distribution material on which pattern information is printed to record digital data as a multidimensional code, said multidimensional code being recorded in at least two directions, the pattern information including provision information that an information provider side provides to a consumer side and a plurality of pieces of return information for returning reply information of the provision information.

25. (CANCELLED)

26. (CANCELLED)